

Rep Order# 9771680 Ver# 7 Status Revised

Traffic Order# 565955

Printed: 08/30/2012 1:37 PM
Last Received: 08/30/2012 1:32 PM
Showing Buylines: All Rep Revised Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product NRCC IE 2012
Estimate# 2600
Buyer Ben Angle
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2600
Flight Dates 09/21/2012 - 09/27/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED LN'S 27-28, 32

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*27	SA	530P-9P	CLG FTBL: UTAH	:30	\$5,000.00	09/22-09/22	1	1	1	\$5,000.00	
Rating: 9.2												
Sales Remark: V7 REVISED												
V7 Time Changed, Comment Changed												
	*28	SA	1005P-1035P	FOOTBALL FEVER	:30	\$1,000.00	09/22-09/22	1	1	1	\$1,000.00	
Rating: 4.0												
Sales Remark: V7 REVISED												
V7 More than 2 codes changed												
	*32	SA	9P-1005P	NEWS AFTER FOOTBALL	:30	\$800.00	09/22-09/22	1	1	1	\$800.00	
Rating: 3.6												
Sales Remark: V7 REVISED												
V7 More than 2 codes changed												

---REPORT TOTALS---

Report Totals: 3 / \$6,800.00

---SALES MONTHLY TOTALS---

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Advertiser () POLITICAL ISSUE GROU

Product NRCC IE 2012

Estimate# 2600

Buyer Ben Angle

Phone#

Fax#

Sep 12: 35 / \$24,025.00

Sales Totals: 35 / \$24,025.00

Station Totals: 35 / \$24,025.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$120,125

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CABL	0%	KDLU	0%	KJZZ	0%	KSL	24%	KSTU	20%
KTVX	16%	KUCW	5%	KUTV	35%	UNKB	0%	UNKN	0%

Books null
Demos RA3564